

IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

22. - 42. (Canceled)

43. (New) A method for alerting a user to an emergency situation via a mobile unit, comprising the steps of:

- locating the position of the mobile unit;
- sending a communication to the mobile unit depending upon the location of the mobile unit;
- determining a priority of the communication; and
- alerting the user of the communication via the mobile unit if the priority level of the communication indicates an emergency situation.

44. (New) The method according to claim 43, wherein the mobile unit includes a global positioning system receiver and the locating step includes using the receiver to locate the position of the mobile unit.

45. (New) The method according to claim 43, wherein the sending step includes sending the communication to one or more specifically targeted mobile units.

46. (New) The method according to claim 43, wherein the communication includes a header and the determining step includes examining the header to determine the priority level of the communication.

47. (New) The method according to claim 43, wherein the alerting step includes playing a sound at the mobile unit.

48. (New) The method according to claim 43, wherein the alerting step includes displaying a visual indicator on the mobile unit.

49. (New) The method according to claim 43, wherein the mobile unit is installed in a vehicle and the alerting step includes reducing the volume of a radio in the vehicle to alert the user of the communication.

50. (New) The method according to claim 43, wherein the mobile unit is installed in a vehicle and the alerting step includes controlling the vehicle to avoid the emergency situation.

51. (New) A system for alerting a user to an emergency situation via a mobile unit, comprising:

locating means for locating the position of said mobile unit;

sending means for sending a communication to said mobile unit; and

said mobile unit including:

determining means for determining a priority of the communication;

and

alerting means for alerting the user of the communication if the priority level of the communication indicates an emergency situation.

52. (New) The system according to claim 51, wherein said mobile unit further includes a global positioning system receiver; and said locating means uses said receiver to locate the position of said mobile unit.

53. (New) The system according to claim 51, wherein said sending means includes sending the communication to one or more specifically targeted mobile units.

54. (New) The system according to claim 51, wherein the communication includes a header and said determining means includes examining means for examining the header to determine the priority level of the communication.

55. (New) The system according to claim 51, wherein said alerting means includes playing a sound at said mobile unit.

56. (New) The system according to claim 51, wherein said alerting means includes displaying a visual indicator on said mobile unit.

57. (New) The system according to claim 51, wherein said mobile unit is installed in a vehicle and said alerting means includes controlling means for controlling the vehicle to avoid the emergency situation.

58. (New) A method for providing an advisory communication to a user via a mobile unit, comprising the steps of:

locating the position of the mobile unit;

sending the communication to the mobile unit depending upon the location of the mobile unit; and

alerting the user of the communication via the mobile unit.

59. (New) The method according to claim 58, wherein the advisory communication is selected from the group consisting of: an approaching emergency vehicle, an accident scene, road conditions, a traffic signal, traffic conditions, and weather conditions.

60. (New) The method according to claim 58, wherein the mobile unit includes a global positioning system receiver and the locating step includes using the receiver to locate the position of the mobile unit.

61. (New) The method according to claim 58, wherein the sending step includes sending the communication to one or more specifically targeted mobile units.

62. (New) The method according to claim 58, wherein the alerting step includes playing a sound at the mobile unit.

63. (New) The method according to claim 58, wherein the alerting step includes displaying a visual indicator on the mobile unit.

64. (New) The method according to claim 58, wherein the mobile unit is installed in a vehicle and the alerting step includes reducing the volume of a radio in the vehicle to alert the user of the communication.

65. (New) The method according to claim 58, wherein the mobile unit is installed in a vehicle and the alerting step includes controlling the vehicle.

66. (New) A system for providing an advisory communication to a user via a mobile unit, comprising:

locating means for locating the position of said mobile unit;

sending means for sending a communication to said mobile unit; and

said mobile unit including alerting means for alerting the user of the communication.

67. (New) The system according to claim 66, wherein the advisory communication is selected from the group consisting of: an approaching emergency vehicle, an accident scene, road conditions, a traffic signal, traffic conditions, and weather conditions.

68. (New) The system according to claim 66, wherein said mobile unit further includes a global positioning system receiver; and said locating means uses said receiver to locate the position of said mobile unit.

69. (New) The system according to claim 66, wherein said sending means includes sending the communication to one or more specifically targeted mobile units.

70. (New) The system according to claim 66, wherein said alerting means includes playing a sound at said mobile unit.

71. (New) The system according to claim 66, wherein said alerting means includes displaying a visual indicator on said mobile unit.

72. (New) The system according to claim 66, wherein said mobile unit is installed in a vehicle and said alerting means includes controlling means for controlling the vehicle.

73. (New) A system where geographical location information is utilized to manipulate output of advisory information, comprising:

- a transmitting unit;

- a plurality of mobile units;

- said transmitting unit including:

 - a receiver for receiving the geographical location information;

 - a transmitter for transmitting the advisory information to at least one of said plurality of mobile units;

- each of said plurality of mobile units including:

 - a first receiver for receiving geographical location information for determining the geographical location of the mobile unit;

 - a second receiver for receiving the advisory information from said transmitting unit; and

 - an output device for selectively outputting the advisory information.

74. (New) A method for outputting advisory information, comprising the steps of:

reading positioning data using a positioning system;
determining at least one of a location, direction, and speed of a selected user, using the positioning data;
receiving information about a group of targeted users;
determining whether the selected user is in the group of targeted users; and
outputting advisory information if the selected user is in the group of targeted users.

75. (New) A method for selectively distributing information based on positional factors, comprising the steps of:

receiving geographical locations of a plurality of mobile units, the geographical locations being determined by using a global positioning system;
determining at least one of a speed and direction of each mobile unit;
selecting the mobile units that should receive the information based on the geographical location of each mobile unit and at least one of the speed and direction of each mobile unit; and

transmitting the information to the mobile units, the information including an indicator of which mobile units are selected mobile units and transmitting the information only to the selected mobile units.

76. (New) A method for selectively distributing information based on positional factors, comprising the steps of:

receiving geographical locations of a plurality of mobile units, the geographical locations being determined by using a global positioning system;

determining at least one of a speed and direction of each mobile unit;

selecting the mobile units that should receive the information based on the geographical locations of each mobile unit and at least one of the speed and direction of each mobile unit; and

transmitting the information to the selected mobile units.

77. (New) A system for distributing an advertisement to a user, comprising:

a mobile unit carried by the user, said mobile unit including profile data that characterizes the user;

at least one geographically distributed base station;

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a communication network coupled to said at least one geographically distributed base station, the communication network providing at least one advertisement categorized by generic user characteristics;

said mobile unit sending a signal identifying the user to said communication network through said at least one base station; and

said communication network selecting an advertisement based upon the received user identification signal and the generic user characteristics, said communication network sending the selected advertisement to said mobile unit via said at least one base station.